



JOB SECTOR SURVEY: 2011 RESULTS FOR SEATTLE

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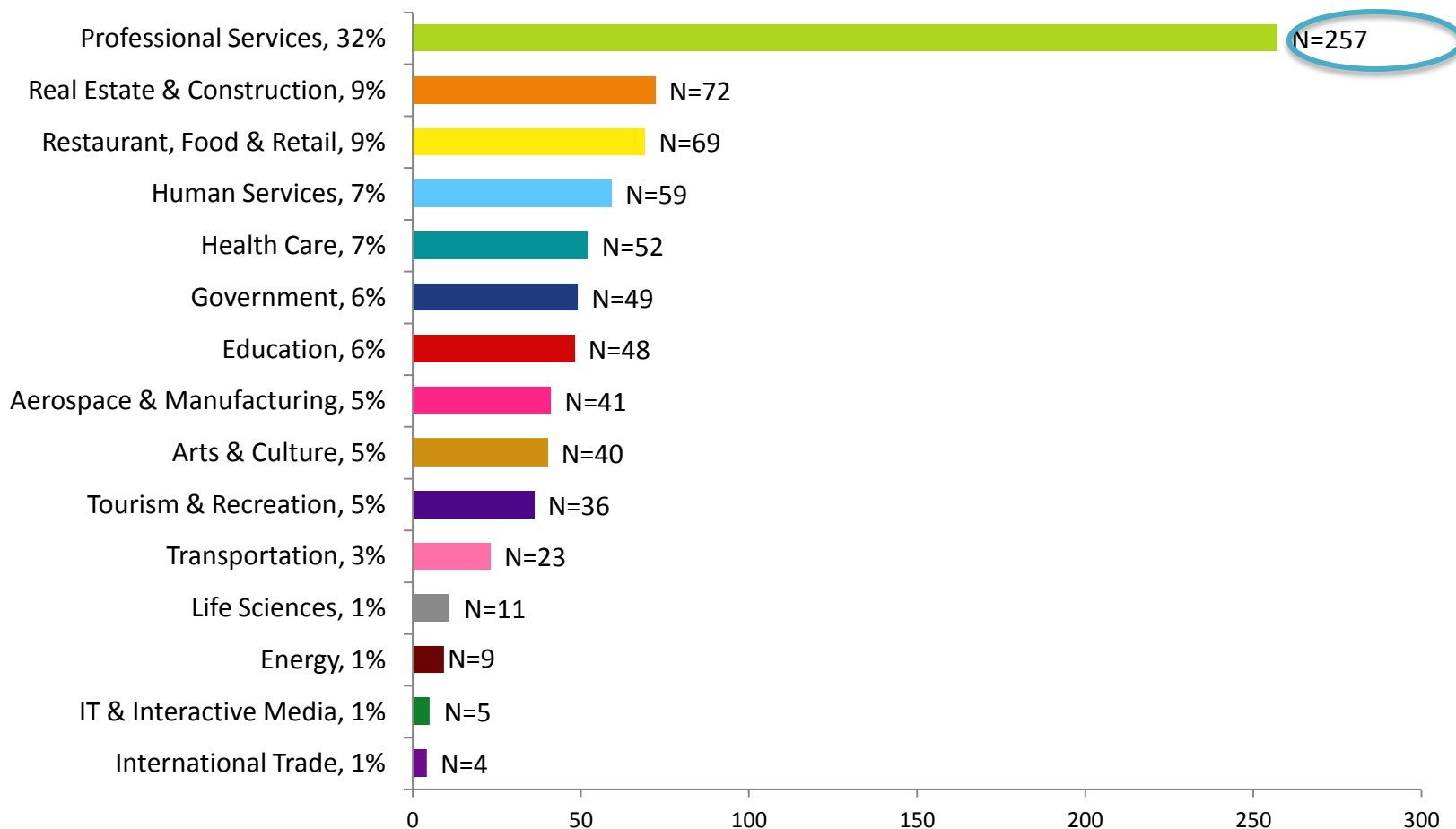
seattle metropolitan chamber of commerce

Seattle Industry Sectors (N=800)



Source: Job Sector Survey, 2011

"What is your company's primary industry sector?"



Key Findings in Seattle



Higher Optimism

Seattle businesses were more likely to think the overall business climate is improving compared to other employers.

Individual business metrics (sales, hiring, investments) were also stronger among Seattle companies.

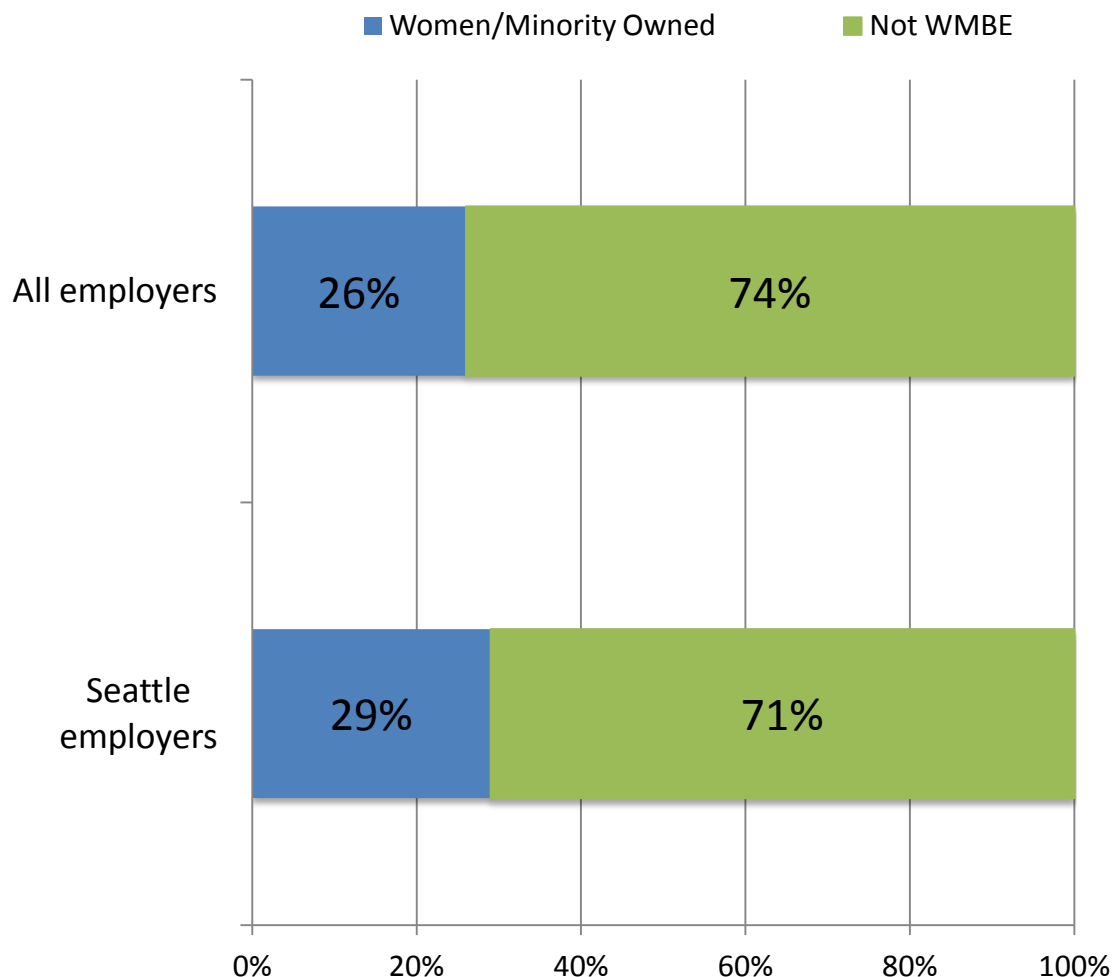
Watching, Waiting and Wanting Pro-Active Partners

What sets Seattle businesses apart is a higher-than-average demand for vibrancy and growth, a commitment to workforce training and a desire to partner with government and community leaders.

29% of employers are WMBE



“Do you consider your company to be a minority or women-owned business?”



Findings

Women and minority owned businesses were strongly optimistic about their own business prospects!

They are 50% less likely to downsize staff in 2012

They are committed to a healthy workforce

They are less likely to hire despite strong sales and R&D data

Seattle: Leading the Way

2010 Results: Same Trends

	Seattle	Rest of the Region
Increased contracts and customers	28%	29%
Hired	24%	23%
Expanded products	30%	30%
Postponed technology investments	23%	24%
Downsized workforce	29%	30%

2011 Results: Seattle has it!

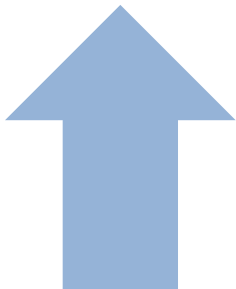
	Seattle	Rest of the Region
Increased contracts and customers	31%	30%
Hired	28%	25%
Expanded products	32%	30%
Postponed technology investments	21%	23%
Downsized workforce	22%	26%

Growth Sectors in Seattle

Findings

34% of all employers in Seattle plan to hire in 2012

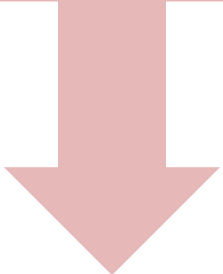
10% of all employers plan to **downsize** staff in 2012



Sectors Expecting to Add Headcount:

1. Energy (71%)
2. Gaming/Media (67%)
3. IT (57%)
4. Aerospace (56%)
5. Life Sciences (56%)

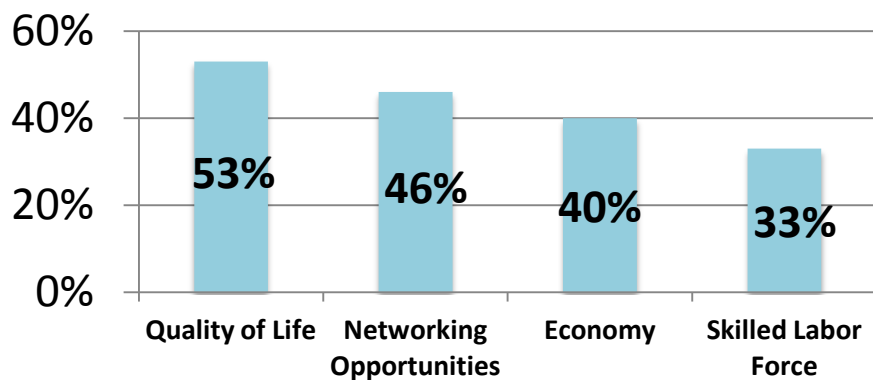
Sectors Expecting Slower Growth:

1. Education (20%)
 2. Real Estate (18%)
 3. Arts/Culture (16%)
 4. Government (15%)
 5. Trade (0%)
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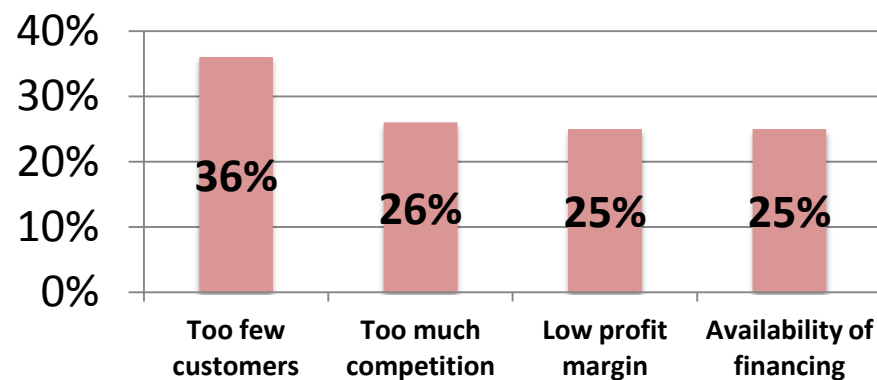
More Key Findings from Local Businesses



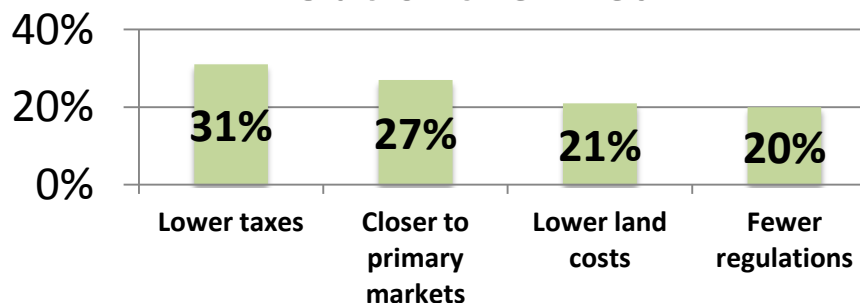
Top Benefits of Doing Business Here



Challenges of Doing Business Here

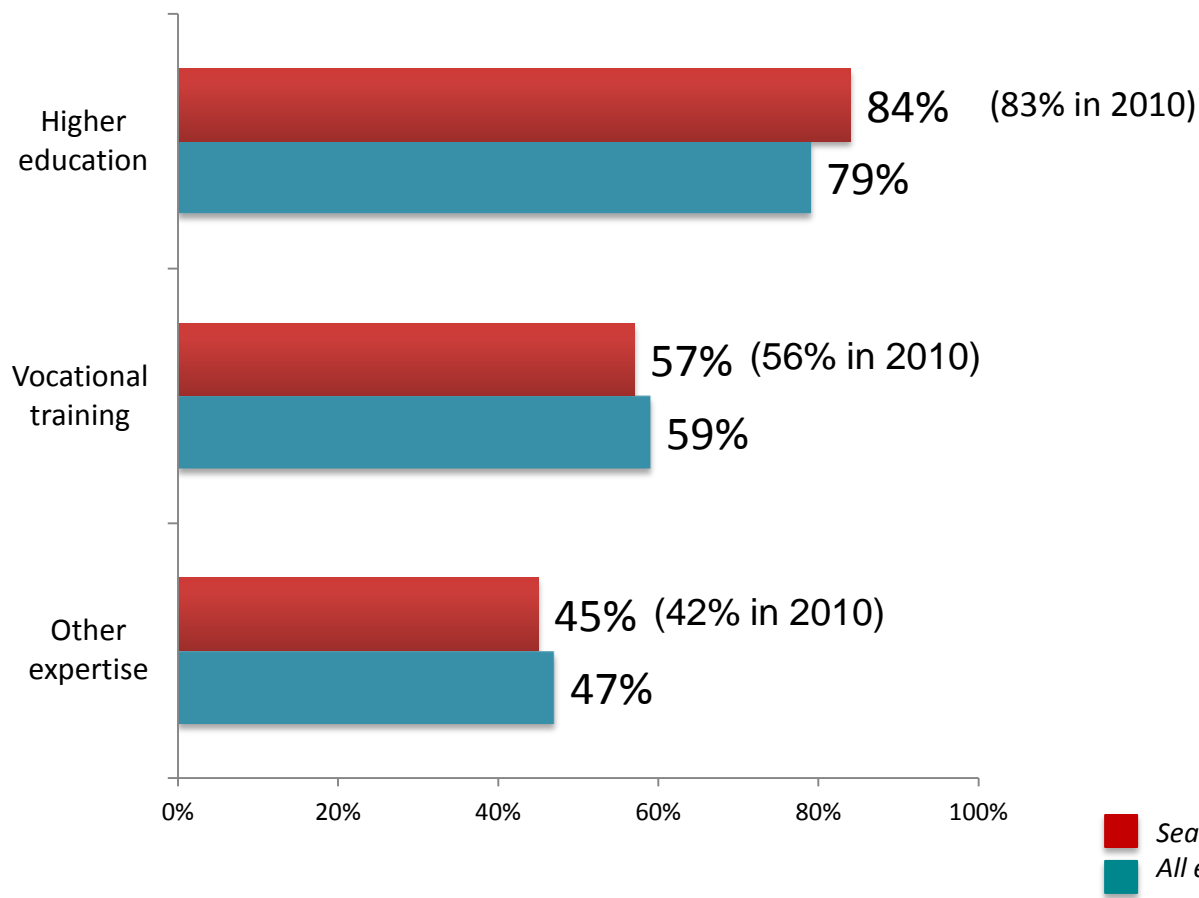


What Would Cause a Business to Move Out of the Area



Jobs and Training

"What specific areas of study, training or other expertise would you recommend an employee have to make themselves more valuable and promotable?"



New This Year:

Nine job sectors (i.e. Life Sciences, Gaming, Tourism, Gov't and Real Estate) said they have an increasing need for workers with two-year degrees, continuing education.

Today's Challenge: Streamlining Regulatory Processes



Why it matters more than ever...

Employers that named “Government Regulations” as a top challenge to their business represent two types of job sectors: those trying to get out of the recession (transportation, real estate, retail) and high growth industries (manufacturing, energy).

More research is needed into what can be done to assist these unique sectors. Continuing to invest in a predictable regulatory environment helps small and mid-size companies focus on their customer relationships and growth strategies.

What to Watch For



1. In many sectors, there is an **unwillingness to to hire more workers because of an overall perception** of the regional business climate. What can the City do to proactively encourage hiring and improve perceptions of the business climate?
2. Many growing sectors in Seattle have a strong need for employees with **skills and training** from our community colleges and vocational schools. How can we participate in effective partnerships between local employers and our schools?
3. **Strong local chambers and the networking they provide** may be able to play an increasingly important role in this changing global economy. How can we support leaders – especially women and minorities – who want more professional development and networking opportunities?